MATWATCH

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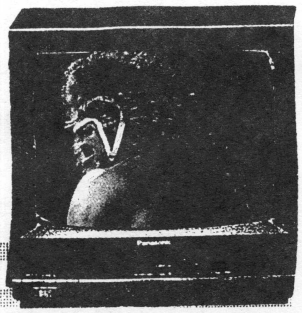

VOL. 3, NO. 17 OCT. 22-28

THIS WEEK'S HEADLINES

ROBERTS RECONSIDERS; RETURNS NEXT MONTH

GREENWICH CT----Jake (The Snake) Roberts, who had handed a resignation notice to Titan Sports two weeks ago, has reconsidered and will return to WWF action Nov. 17.

Roberts had to decided to leave after a dispute broke out with WWF chief Vince McMahon over Roberts' character. McMahon wanted Roberts (Aurelian Smith) to stop using his python Damien. Roberts balked and the split developed.

But, according to insiders, both parties came to a mutual agreement which will allow Roberts limited use of the snake.

Roberts, simultaneously, announced plans to open a gym near his home in the Atlanta area.

PAUL E. SURPRISES SALLY JESSY RAPHAEL

NEW YORK----Paul E. Dangerously, joining a guest list which included a bordello madame, appeared on a taping of SALLY JESSY RAPHAEL Oct. 18.

The program, which airs in most cities Oct. 30, features people seeking to have secret fantasies fulfilled.

Candy factory worker Ernie Lanterman told of his fantasy of being a pro wrestling manager. Dangerously appeared in the final 15 minutes to advise Lanterman on how to do it.

MATWATCH BEGINS NEW FORMAT, MAIL DATE

JACKSON TN----MATWATCH has begun a new printing format, which includes a four-page permanent fold and double-sided insert.

Because of the change, MATWATCH will now be mailed every Tuesday instead of the previous Monday mailing dates.

MATWATCH editor/publisher Steve Beverly says the change has been made to allow him more weekend time with his family and also to eliminate time-consuming collating and folding of the publication.

Saturday in Chicago

HALLOWEEN HAVOC: DON'T SELL IT TOO SHORT

Nothing on paper would have pointed in the direction of the dramatic domination of the Cincinnati Reds in the World Series. Likewise, little on paper points to the second incarnation of the NWA's HALLOWEEN HAVOC as being a great or even a good show. But don't sell short its possibilities as a television show and even for a respectable pay-per-view buy rate.

I'll not forget last year when HAVOC in Philadelphia became the first pay-cable show of the Ted Turner NWA era to get a majority negative rating from MATWATCHers. Yet, HAVOC, even bucking a Saturday night World Series game on free TV, drew the top buy-rate of the year for Turner Home Entertainment, prompting World Championship Wrestling senior veep Jim Herd to comment, "It proves we can sell a lot of hype."

This year, half the matches don't even appear to match the quality one came to expect from 1989 NWA pay-cable shows, a match between two heel teams seems confusing in the buildup as to whom fans are supposed to support and if THE GREAT AMERICAN FANS JAM is any example, far more kids are concerned about who the Black Scorpion is than any groundswell of belief that Sid Vicious will defeat Sting for the NWA world title.

Having said that, this show realistically has a few things going for it a number of hardcores likely have not considered: even though it seems strange and I don't agree with booting him down to an apparent "one of the boys" slot so quickly, it is fresh not to have Ric Flair in a world title match. And in a long-range sense, it may be good for Flair because after a few shows with the six-time champion not chasing the belt, a need may be created for him to be seen again in the top line match. After nine years of Flair as king, a hunger has to be redeveloped, except perhaps from newsletter subscribers.

Second, if Lex Luger will work with Stan Hansen in a fashion both are capable of, the U.S. title match could be one of the most brutal matches of the year and is the one in which I predict a Hansen win, even with his upcoming Japan dates. Face it, enough videotape can be collected on Hansen during his Oriental swings, casual fans will never know he's gone.

In addition, I have a hunch the Steiner Brothers-Nasty Boys U.S. tag title match will be better than a lot of us feel. The Nasties' push has been accelerated too quick for them to be over but one cannot deny Brian Knobbs and Jerry Saggs have genuinely tried hard in their early months in WCW and the Steiners are more than capable of carrying this to an acceptable match.

It is true a number of the earlier matches are ones which would never have been seen on past NWA pay-per-views and I shudder to think we have to sit through Junkyard Dog vs. Moondog Rex. And I don't even think the Southern Boys can carry the Master Blasters to a quality match. But I'm being led in the direction that at least the matches viewers care little for will be over relatively fast to allow adequate time for the later matchups to tell stories.

My honest conern about Sting-Vicious is that it's being rushed too quickly to build the personal issue fully and despite contrasting views from some in the promotion, the Black Scorpion issue has so overrided Vicious that it has

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confused the focus for fans, far more than if this confrontation had the prelude of a six-month buildup in the fashion of Hogan-Savage before WRESTLEMANIA V and had been the sole concentration. Then, I feel, enough belief could be generated that Sid genuinely has a chance to win the belt, something I hear little sentiment about this time.

With Jim Ross producing the show, it will not be a dull telecast and I'm told several surprises are planned for the show. And they legitimately are being kept as surprises from me. I'm happy, since I'm driving 400 miles for this show and I'd rather not know everything that will happen in advance.

Expect the Halloween motif to be more strongly followed than at last year's HAVOC in the wraparounds and one plus will be in having Paul E. Dangerously as color commentator. He makes good counterpoint to Ross and while Paul still has pacing to learn and growth to go at the mike, he has improved markedly as an announcer over the last two months. Plus, he's learning to be far less abrasive on color than in his old mangerial role, so he's more likely to wear well over a three-hour show. Simply on a personal basis, I'm happy for him getting this kind of break. It's a far cry from his status with this group last year and I hope he makes the most of it.

On paper, this show could easily lay an egg. The group certainly doesn't have the depth, total experience and overall strength of wrestlers as it did a year ago and a couple of the matches will probably have fan reaction as dead as in some WRESTLEMANIAs. But if the television show itself is creative, it can make up for some of the weaker matches.

One has to remember, the Saturday show has continued to average a 2.7 rating since June and based on the 5.0 rating for the September CLASH, the hype for this show has been exposed to probably ten million viewers. So the base is there for a respectable buy-rate. Whether people are willing to pay $14.95 for it, we can only answer early next week.

MATWATCH SUBSCRIPTIONS

(U.S./CANADA) $5 for 5 issues, $10 for 11 issues, $15 for 16 issues.

(OVERSEAS) $9 for 5 issues, $18 for 11 issues, $27 for 16 issues.

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Emmy-Winning Producer

VINCE HIRES NBC VET TO TAKE TV REINS

GREENWICH CT----Veteran NBC Sports producer John Fillipelli, who has shaped coverage of some of television's top sports attractions since 1973, has signed on as senior producer of World Wrestling Federation broadcasts.

In a move announced in THE HOLLYWOOD REPORTER last week, Titan Sports owner Vince McMahon Jr. has tapped a mainline sports production guru with 17 years of network experience. Fillipelli has been nominated for 23 Emmy Awards and has been coordinating producer for four World Series, three baseball All-Star Games, a number of Super Bowl pre-game shows and NBC SPORTSWORLD, including a 1985 special on wrestling.

Fillipelli's hiring is one of several moves reportedly designed at remolding the WWF for the 1990s. Announced last week was the impending departure of more than a dozen veteran WWF performers and the addition of at least five new ones.

The change places Fillipelli over former senior producer Bruce (Brother Love) Prichard, whose status will be reevaluated. One key source close to the WWF has told MATWATCH, "Vince is making a lot of changes and he thinks it has to start at the top. Crowds are down and so are TV ratings."

The last two weeks in syndication, the WWF posted 8.2 and 7.6 national cumulative ratings (cumulative ratings are the gross totals for all Titan syndicated series; i.e., if SUPERSTARS scores a 3.0, CHALLENGE a 2.5, SPOTLIGHT a 1.5 and the USA Cable shows average a 1.9 national rating, the WWF would post an 8.9---addition of the four totals---rating for the week). The numbers are down from an 8.8 average last season.

On USA Cable, ratings for ALL-AMERICAN have been up, including a recent string of four weeks at the top of cable shows. But PRIME TIME is suffering its usual erosion of male audience opposite NFL MONDAY NIGHT FOOTBALL.

Part of Fillipelli's role is to develop new production formats and graphics for WWF shows and reshape the structure of the broadcasts, from theme music to special segments.

The McMahon move is ironic, in that World Championship Wrestling minority owner Jim Crockett has lobbied heavily in the last month for the Turner organization to hire an experienced mainline entertainment or sports television producer to oversee its broadcasts, a role currently handled by announcers Jim Ross (TBS) and Tony Schiavone (syndication).

MATWATCH SHOPPERS NETWORK

DAN CURTIS, 17403 UTICA OAKS LANE, ROSEVILLE MI 48066, is trying to get a tape of the PWA "Wrestle for Shelter" card from Loring Park in Minneapolis.

WRESTLING FORUM is a new biweekly from SISYPHUS PRESS, P.O. BOX 191425, SACRAMENTO CA 95819-1425. Cost $5 for 4 issues ($9 overseas). One bonus issue for pre-Nov. orders.

THE (ALMOST) COMPLETE WORKS OF GAG, which include all but two past issues of the outrageous Canadian publication, is available for $10 from JEFF ZINGER, 541 DEVONSHIRE AVE., WOODSTOCK ONT CANADA N4S 5P9.

TV TEMPO

Oct. 15-21

(WWF/USA) - [PRIME TIME]: Battlecat d. Bob Bradley; (UPDATE) Rick Martel sprays Jake Roberts w. Arrogance & doctor treats Jake's eyes; Shane Douglas d. Pez Whatley; Barbarian d. Kent Carlson; Ronnie Garvin d. Black Bart; Rick Rude d. Jim Evans; Marty Jannetty d. Paul Diamond; (BRO. LUV) Ultimate Warrior makes Bruce put on a dress & blonde wig; Legion of Doom d. Brian Costello/James Sexton; Hart Foundation d. Alan Reynolds/Randy Jackson; Orient Express d. Red Tyler/Reno Riggins; Bossman d. Haku by countout; Other winners: Demolition (6-man). RESTHOLD.

(LUCHA LIBRE) - Konan el Barbaro/Lizmark/Ringo Mendoza d. Los Hermanos Dinimita 2-3 falls (3rd fall DQ); Kung Fu/El Satanico/Emilio Charles . d. Atlantis/El Dandy/Octagon 2-3; Salomon Grondy/Anibal/Faraon d. El Gran Markus Jr./Pierroth Jr./Pirata Morgan 2-3; Mando Guerrero/El Volador/Mascara Sagrada d. Los Infernales 2-3; Pantera Surena/Maria del Angel d. Lola Gonzalez/Rossy Moreno 2-3. RESTHOLD-PLUS.

(WWF/SYND.) - [CHALLENGE]: Jimmy Snuka d. Black Bart; Orient Express d. Tyler/Riggins; (From SNME) Randy Savage d. Dusty Rhodes by countout; Jim Duggan d. Winters; Hart Foundation d. Reynolds/Jackson; Rude d. Evans. RESTHOLD.
[SUPERSTARS]: L.O.D. d. Costello/Sexton; (UPDATE) Ult-Bro. LUV dress/wig angle; (From SNME) Sgt. Slaughter d. Koko B. Ware; Tugboat/Hulk Hogan d. Rhythm & Blues; Douglas d. Whatley; Kerry Von Erich d. Paul Diamond; (BRO. LUV) Rude tells Bossman it's time to hand out Rick's own justice; (FEATURE) Doctor removes wrapping from Jake's eyes & Jake is emotional because he "still can't see;" Power & Glory d. S.D. Jones/J.D. Wolfe. DRAW.

(PRO WRESTLING '90) - Festus d. Young Assassin (Ravishing Russ); Mike Winner d. Buffalo Fritz; (From LPWA) Beast d. Terry Power; (CLASSIC) Mark Lewin d. Buddy Colt; Bugman Michaels d. Aladdin by DQ; (INTL) Les Thornton d. Keith Hart; Terrorist d. John McDaniels; Blazers d. Death Row. RESTHOLD.

(NWA/SYND.) - [WORLD WIDE]: Lex Luger d. Bob Emory; Steiners d. Scotty Allen/Tony Burton; Freebirds d. Joe Defuria/Dave Perry; Sid Vicious d. Mike Williams; (SEGMENT) Nick Patrick threatens Steiners w. title-strip if they jump Nasty Boys; Nasties d. Terry Taylor/Tommy Rich; [CLIPS] (GREENSBORO) DOOM-Horsemen brawl; (CHI) Nasties attack Steiners; (CLASH) Hansen-Luger; (WCW THIS WEEK) Sting-Vicious; (FINALE) Brian Pillman invites Dutch Mantel to interview him. RESTHOLD.
[NWA PRO]: Juicer d. Paul Lee; Ricky Morton d. Brian Karl; Terry Taylor d. Moondog Rex; Ric Flair/Arn Anderson d. Len Wagner/Jerry Price; Nasties d. Pat Rose/Jeff Stone; Vicious d. Pablo Crenshaw; (DANGER ZONE) Paul E. w. Allen Iron Eagle; (SEG) Bus tour of Freebirds' "Hollywood home." RESTHOLD.

(USWA/SYND.) - [CHALLENGE]: (USWA TOURNEY/FIRST ROUND) Mark Callous d. Bill Dundee; Dick Slater d. Danny Davis; Jeff Gaylord d. Jimmy Valiant; Jeff Jarrett d. Abdul Hussein; John Tatum d. King Cobra. DRAW-PLUS.
[BEST OF CHAMPIONSHIP]: Brian Lee/Don Harris/Downtown Bruno d. Ken Raper/Moondog/Hayes; Brickhouse Brown d. Nebula; Davis d. Joey Maggs; (ANGLE) Doug Gilbert offers additional $2,500 to Davis if Danny can beat Doug; Jarrett d. Lou Fabiano; Dundee d. Tony Anthony by DQ when Doug/Eddie Gilbert/Dirty White Girl run in & DWG puts makeup/lipstick on Brick; Samurai d. T.D. Steel. DRAW.

(LPWA) - [Syndicated]: Terry Power d. Lelani Kai; Bad, Black & Beautiful d. Reggie Bennett/Shelley Francis; Bambi d. Candi Divine. RESTHOLD.
[Cable]: Misty Blue Simmes double countout vs. Divine; Beast d. Power; BB&B d. Mighty Mites. BOMB-PLUS.

SCALE: PINFALL! - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.

(ICW) - Austin Idol/Joe Savoldi d. Lou Fabiano/Bill Green; Mike Sullivan/Hayes d. Eric Sapracea/Palmer; Jimmy Snuka d. Phil Apollo; Tyree Pride d. The Ninja; Little Beaver/Trigger Jackson d. P&B Bug; Michael Hayes d. Savannah Jack and all 3 Freebirds run in after; (SIXTH RERUN/ICW TITLE) Vic Steamboat d. Tony Atlas to win belt. BOMB! BOMB! BOMB!

(USWA/WMC) - (OPENING) Downtown Bruno declares LOU FABIANO DAY & Tojo Yamamoto rechristens Lou as Sheik Fabiano; Internationals d. Raper/Steel; (REPLAY) Jarrett-Eddie Gilbert studio brawl where Jeff juices; (TOP 10) Ricky Steamboat (10) & Mark Callous (5) enter, Austin Idol & Jimmy Valiant drop out; Bill Dundee d. Fabiano in 31 seconds; Danny Davis/Brickhouse Brown d. Twilight Zone; (ANGLE) Dundee declares son Jamie a man. Eddie Gilbert offers Jamie chance to train a the "Hot Stuff Wrestling School," Tojo/Bruno come out & Tojo calls Jamie & Bill "a punk," but when he says it about Jamie's mom, Jamie decks Tojo & Bruno & beats Tojo w. kendo stick until Internationals attack and 5-on-1 starts until Bill tries to save but Jamie, Bill choked until Jerry Lawler chases heels; Maggs/Gaylord d. Anthony/Doug Gilbert on reversal when Davis tells Jerry Calhoun Kim Anthony tripped up Maggs to give heels the pin. DRAW.

(NWA/TBS) - [WCW]: Renegades d. Ring Lords; Freebirds d. Mark White/Joe Barrett; (LOUISVILLE SLUGGER) 'Birds/Little Richard won't tell Corny who NME mystery partner is but Renegades/Iron Eagle want to get it on now; (WNN) Gordon recaps Nasties-Steiners (Chicago) and Hansen-Luger (CLASH) but Paul E. shows up & invites an irritated Solie to his HALLOWEEN HAVOC party; Taylor d. Mantel; Rex d. Rick Ford; Iron Eagle d. Gregg Sawyer; Nasties d. Rich/Morton; (WRAPUP) DOOM-Horsemen (Greensboro), Sting-Vicious (Chicago); Midnight Express d. Tommy Angel/Brett Holliday; Juicer d. J.D. Wolfe; Storm d. James Solomon; Other winners: S. Boys; (ANGLE) Corny insults plan to give S. Boys award next week. RESTHOLD.
[MAIN EVENT]: Nasties d. Crenshaw/Allen; Vicious d. Sawyer; Tom Zenk d. Storm by DQ; (DANGER ZONE) Luger puts the fear into Paul E.; Freebirds/Barry Horowitz d. Renegades/Iron Eagle. RESTHOLD.

(UWF) - Danny Spivey d. Michael Allen by DQ when B. Brian Blair runs in & bashes Spivey w. chair; Jay Strongbow Jr. d. Houdini; David Sammartino d. Col. DeBeers by apparent DQ when DeBeers destroys ref & runs; Blair d. Riki Ataki; Billy Jack Haynes d. Larry Ludden; Black Knight d. Davey Meltzer; Steve Williams double countout vs. Paul Orndorff & they brawl after; (CAPTAIN'S CORNER) Lou Albano w. Bob Orton Jr. RESTHOLD.

(AWA/ESPN) - Texas Hangmen d. Red Tyler/Todd Becker; Larry Zbyszko d. The Cobra; Tommy Jammer d. Tony Leone; Col. DeBeers d. Tom Stone; [REPLAY] (AWA TAG TITLE) Trooper/D.J. Pe-

terson d. Destruction Crew; (6-MAN ELIMINATION) Tully Blanchard d. Peterson w. trunks after Destruction Crew, Trooper & Paul Diamond eliminated. (RERUN/NO RATING).

LINES OF THE WEEK

1. Paul E. Dangerously, WALY, on New York weather: "Hell hath seen no woman's scorn since Missy received her plastic surgery bill." 2. Jim Cornette, WCW, on M Ex: "To the woman on television who says, 'I've fallen and I can't get up,' these are the men who knocked her down.'" 3. Bobby Heenan, PTW, to Gorilla Monsoon: "I'm going to be working here for 8 years without pay, the way you've got it figured out." 4. Heenan, PTW, on Bossman's mom: "She loves omelets. Big omelets." 5. Heenan, PTW: "Love the way Ronnie Garvin whacks those towels he rips off from the Royal Gardens Hotel in Warren, Pa. It says 'RG.'" 6. Dutch Mantel, WWW, on Joe Defuria: "When he was young, his face looked like the flipside of a Nestle's Crunch bar." 7. Craig Johnson/Dave Brown, USWA, on Jimmy Valiant: (CJ) "I wouldn't want to be a victim of one of those smooches. I'm glad there's a fence between us." (DB) "I've been a victim once before and it was not a happy moment." 8. Heenan, PTW: "Warren, Pa., is smaller than Bossman's entire community of Cobb County." 9. Roddy Piper/Vince McMahon, PTW, on BRO. LUV's dress: (RP) "Warrior must shop at K-Mart." (V) "You sure wouldn't see anything like this in WOMAN'S WEAR DAILY." 10. McMahon, WWF-S, on Piper: "...A man who likes to fish but who doesn't like to work for scale."

11. Tony Schiavone, WWW, on him/Pillman calling Mantel match: "We both had a good laugh...uh...we both enjoyed your match." 12. Piper, WWF-S, on Shane Douglas: "He can't shake his butt, so that means he's probably going to win." 13. Michael Hayes, NWA PRO, on Dennis A. Brent: "He looks like a seal trying to look through a block of ice." 14. Rick Rude, WWF-S, on Bossman: "...when we meet, face to fat." 15. McMahon/Piper, WWF-S, on Jake Roberts: (V) "This man not only needs help from a doctor. He needs a little help on the couch." (RP) "...a little liposuction, too." 16. Piper, WWF-S, on Road Warriors: "They don't mind if their teeth stink." 17. Hayes/Jimmy Garvin/Lance Russell, NWA PRO: (MH) "Lance, you owe Jimmy Jam $8,000....for that trailer park trash floozie who can't drive. If you'd just find a girl friend over 18." (JG) "She wrecked that car, Lance." (LR) "Don't believe a WORRRRD these guys say!" 18. Tojo Yamamoto, WMC, on Dundee's win: "He ruin Sheik day." 19. Bob Caudle, WCW, on Mantel's tobacco chewing: "You called him Dirty, Jim. And I guess you could say that's a dirty habit." 20. Gordon Solie, WCW: "Paul Dangerously, you've interrupted one of my programs. You're interrupting another. You're OUT!"

21. Herb Abrams, UWF, on Jay Strongbow Jr.: "He showed me around his tepee for 20 minutes." 22. Jim Ross, WCW, on Corny's coat: "He looks like a flag of some foreign country." 24. Cornette, WCW, on S. Boys' award: "You might get the nude centerfold award for Field & Stream." 25. Abrams, UWF, on Black Knight-Davey Meltzer match: "Meltzer needs to take notes on this match." 26. Ross, WCW, on Missy/Paul E.: "They're like getting two fishermen together. The first liar can never win."

STRONGEST COMMENTS - 1. Paul E., WALY: "I used to date Missy (Hyatt). The relationship would have lasted longer but checkout time was noon." 2. Schiavone/Mantel, WWW: (TS) "You're hallucinating. That's why you can't do interviews." (DM) "I'm not hallucinating. That was 15 years ago." 3. Ross, WCW: "Bobby Eaton is one of the greatest nightly performers in the history of the NWA." 4. Paul E., SALLY JESSY RAPHAEL: "Mr. Lanterman is in the candy business, so I guess the same could be said for the madame at the end of the aisle." 5. Rude, WWF-S, on Bossman's mom: "...gutter trash that smells like an overused barf bucket." 6. Hayes, NWA, on Juice Patrol: "He's got a bunch of kids painting their faces like him & now they've got drinking problems, too."

QUESTIONS OF THE WEEK - 1. Mantel, WWW, on Renegade Warriors: "You know why they were here first? They had reservations." 2. McMahon/Piper, WWF-S: (V) "Shane Douglas has quite a number of credentials." (RP) "What are they?" 3. Downtown Bruno, WMC: "You know what USA stands for? Useless Stinkin' Americans."

NICKNAMES OF THE WEEK - 1. BROTHER FRAIDY CAT (BRO. LUV on Ultimate Warrior). 2. GERALDO DANGEROUSLY (Paul E. on himself). 3. THE LEGISLATOR (Eddie Gilbert on himself). 4. THE WALKING BILLBOARD OF THE USWA (Craig Johnson on Jimmy Valiant). 5. PUTRED PANTYWAIST (Rude on Bossman's mom). 6. WORLD'S GREATEST DAD (Mantel on Tommy Rich). 7. ROCK WITH NO ROLL (Michael Hayes on Ricky Morton). 8. THE QUEEN OF COOL (Dirty White Girl on herself).

BEST PICTURES - 1. USWA, Gilbert/Valiant doing 3 Stooges test of strength. 2. WWF-S, Bravo pointing finger at Honky. 3. USWA, Gaylord reversing small package of Doug Gilbert. 4. WCW, Solie's expression when Paul E. appears. 5. UWF, Blair chairbashing Spivey.

FICTION AWARD - Jerry Lawler, WMC, on Mark Callous: "I understand he had a non-title win over Sting."

PASSWORDS OF THE WEEK - 1. CONTENTIONCY (Doug Gilbert, WMC: "Brickhouse Brown and Danny Davis are number 100 on the list of contentioncy." 2. DAPPEREDLY (Ross, WCW: "The Juicer is not very dapperedly dressed.")

ALL-CLICHE TEAM - 1. McMahon, WWF: "...time will tell." 2. (tie) Abrams/Bruno Sammartino, UWF, and Johnson, USWA: "...good for the goose is good for the gander." 3. Pedicino, USWA: "....give the devil his due." 4. Gordon Solie, WWW: "...the die is cast, the stage is set." 5. Lawler, WMC: "...tough as nails." 6. Ross, WCW: "...frying pan into the fire" (but Jim acknowledged the cliche).

BLOOPER AWARDS - 1. Schiavone, WWW, calling Joe Defuria "Defury." 2. Junkyard Dog, NWA PRO, calling the NWA "N-double-A."

BOO AWARDS - 1. McMahon, WWF-S, on comment about Roberts "needing the couch." This may be wrestling fiction but that's insulting for people with emotional problems. 2. Bruno, WMC, for saying Sheik Fabiano was "making a monkey out of a monkey" when Lou was beating on T.D. Steel. Can't leave the racial stuff out, can we? 3. ICW, for continued repeats.

LATE NOTES

NWA jobber Rick Fargo (Arthur Lesler) faces pending charges after his involvement in an accident in Atlanta Saturday night. Police say he ran a stop sign and his auto struck and killed a Savannah minister. Alcohol and illegal drugs were found in Lesler's car. Investigation continues.

MATWATCHING

ARE YOU SURPRISED?: Bobby Heenan isn't going anywhere. He's reached agreement to remain with the WWF beyond the expiration of his contract in February.

BRAIN WAVES: You'll hear a million stories about Heenan's talks with the NWA. The authoritative word: Heenan was never offered the booker's job but was pitched a big salary to do commentary two days a week. He was interested because it afforded him a chance to slow down from his WWF work but most insiders feel he used the NWA bid as leverage with Vince.

WHO ELSE IS GOING?: The latest post-SURVIVOR SERIES departures reported from Titan include Jim Neidhart and Haku.

WHO'S COMING?: I'm told on reasonably good authority that if the NWA picks up any of the WWF castoffs, the most likely will be Greg Valentine, though I doubt he'll be a Horseman, as many speculate, and a revival of The One-Man Gang. But remember, most of these changes won't happen until after SURVIVOR SERIES.

WHO'S LOOKING?: West Coast correspondent Chris Crosby is also reporting UWF chief Herb Abrams is trying hard to get Honky, Valentine and Gang for one of his tapings.

HONKY OF AN OFFER: Wayne Farris was reportedly offered a $600-a-week deal to continue with the WWF as a commentator but is not expected to accept it.

EADIE SAYS YES: Bill Eadie will accept the front office job with the WWF but the future of the other two Demolition team members is still uncertain.

STARRCADE COMMITMENTS: Konan has definitely committed to the international tag tournament in St. Louis but as of deadline, his partner, likely to be El Gran Markus Jr., was yet to be finalized. Konan prefers Eddy Guererro.

MORE STARRCADE: Unless something collapses, expect Keiiji Muto and Masa Chono to appear and as of last Friday, negotiations were close, if not finalized, with a legit Russian team, one of the ones which has appeared in Japan.

THE REST: Sting-Black Scorpion will be the definite headliner with the only question who the seventh Scorpion will be. A Luger-Hansen U.S. title rematch is also likely, regardless of Saturday night's outcome, probably a Flair/Arn vs. DOOM finale with stipulations and a Midnight Express-Southern Boys showdown.

CLASH CHANGE: It looks as though the Flair/Arn-DOOM affair for the November CLASH in Jacksonville now involves a single match with one member from each team squaring off with special stipulations.

COLONEL CORNY: In matches already taped for this weekend, the Midnights-Southerns war heats up with Jim Cornette beginning to insult the NWA corporate office and the Southern Boys for being "yes men."

INTERESTING TWIST: After radio publicity NWA has generated on New York City's HOT-97, WWF bought hourly spots for last Friday's Madison Square Garden show but the HOT-97 deejays continued plugging the NWA. Paul E. and Ross have had almost a monopoly on the powerhouse FM station.

WILL THE REAL...?: Former Alaskan Jay York appeared last week as an imposter on TO TELL THE TRUTH. He was on a spot featuring a one-man environmental police officer.

THEY REMEMBER HIM: York was "number one" and when asked by host Gordon Elliott to tell what he really does, York mentioned that he now "teaches wrestling at SLAMMERS WRESTLING GYM in Studio City" and got a big pop from the crowd.

THE LOAD GROWS: The upcoming customized Canadian version of NWA wrestling will be the tenth weekly hour WCW produces. The company is doing it with one-third the staff of Titan.

LONG SIEGE: Don't expect to see Robert Gibson back before early spring. Word is he'll likely face a five-to-six month rehabilitation on his knee. I'm told the ligaments were virtually shattered and may take longer to heal than Sting. Tommy Rich will sub, as he will at HALLOWEEN HAVOC, as Ricky Morton's partner for the time being.

IT'S NOT OVER: Barry Windham reportedly had some positive conversations with the WCW office in the last ten days and while he's not expected back in the ring during November, I'm told Barry and the company "are more on the same wave length" and he's less likely to make a complete split.

MORE TO COME: After Paul E.'s appearance with SALLY JESSY RAPHAEL, expect a return appearance, perhaps with some wrestlers in tow.

WHAT'S THAT, YOU SAY?: WWF blaming part of its $14,000 house in Memphis on a reported fire at the ticket window but, interestingly, none of that ever made Memphis TV and there were other ticket locations around the city. Face it, those kinds of houses are a fact of life in wrestling all over.

OUR PLANS: We should be getting into Chicago around midday Friday for HALLOWEEN HAVOC, so I hope to see those of you who make the trip. My seat is E-1 at the U.I.C. Pavillion.

WHAT ABOUT BRUCE?: The hiring of former NBC producer John Fillipelli (see THIS WEEK'S HEADLINES) has left some question marks around Bruce Prichard, the perennial production guru for the WWF. Sources tell us Prichard is less than delighted about the move.

MORE PRODUCTION CHANGES: USWA has a new theme song specifically written for the promotion by a former Emmy-winning composer. It's the first of several subtle changes coming in the show's look.

GOOD MOVE: NWA has taken a lot of justifiable flak for its weekly shows from this corner and others but one cannot argue with the goodwill which could be generated from more segments like Jim Ross's with Curtis and Lisa Sliwa and the positive message that sent to young people. I'd like to see them follow up with more of the same.

AND FINALLY: Sources from Kansas City say late February's WRESTLE WAR '91 may originate from Kemper Arena. More later.

RATINGS RAP

WCW WINS ONE WEEK,

TIES ALL-AM THE NEXT

After a month of topping the Nielsen ratings, WWF ALL-AMERICAN WRESTLING dropped to the middle of the pack for the week ending Oct. 8, enough to give victory to TBS' WORLD CHAMPIONSHIP WRESTLING. But the following week, ALL-AM rallied enough to tie WCW, though the NWA show was seen in more homes.

WORLD CHAMPIONSHIP posted 2.8 ratings for the second and third consecutive weeks, boosted Oct. 13 by the strong Midnight Express-Steiner Brothers match. But the show still fell from its 3.1/6.7 lead-in offered by HAPPY DAYS.

For the Oct. 12 outing, NWA POWER HOUR topped one million homes for the second straight week, though falling 10 per cent from the previous week's 2.1 rating.

WWF PRIME TIME WRESTLING scored 2.6 ratings for two consecutive weeks, not only falling back at the hands of MONDAY NIGHT FOOTBALL but opposite the highest ratings in the history of MURPHY BROWN and DESIGNING WOMEN on CBS.

NWA MAIN EVENT's ratings are off 18% from its September average, taking the brunt of strong doubleheader football matchups on CBS and NBC.

In syndication, WWF again took a 1.5 point win over the NWA but the Titan shows only posted a 7.6, off 12% from last year's season average.

CABLE

Week Ending Oct. 8	Rating	Share	Total Homes
NWA WORLD CHAMPIONSHIP (TBS 10/6)	2.8	6.5	1.57 million
WWF PRIME TIME (USA 10/8)	2.6	3.8	1.40 million
WWF ALL-AMERICAN (USA 10/7)	2.5	6.2	1.35 million
NWA POWER HOUR (TBS 10/5)	2.1	3.8	1.18 million
NWA MAIN EVENT (TBS 10/7)	2.1	4.2	1.18 million
NWA POWER HOUR (R) (TBS 10/6)	0.8	6.2	448,000

Week Ending Oct. 15	Rating	Share	Total Homes
NWA WORLD CHAMPIONSHIP (TBS 10/13)	2.8	5.8	1.57 million
WWF ALL-AMERICAN (USA 10/14)	2.8	8.0	1.51 million
WWF PRIME TIME (USA 10/15)	2.6	3.9	1.4 million
NWA MAIN EVENT (TBS 10/14)	2.4	4.6	1.34 million
NWA POWER HOUR (TBS 10/12)	1.9	3.7	1.06 million
NWA POWER HOUR (R) (TBS 10/13)	1.0	8.7	560,000

SYNDICATION

Week Ending Oct. 7	Rating	Stations	Pct. U.S.
WORLD WRESTLING FEDERATION	7.6	243	97%
THE WRESTLING NETWORK (NWA)	6.1	159	93%

At Mid-South Coliseum

LAWLER: NO MORE BEER ON THE WALL

MEMPHIS---Jerry Lawler is in a battle as challenging as some of his ring wars. The USWA champion is fighting Mid-South Coliseum manager Beth Wade's attempts to lift a three-month ban on beer in the facility.

The Memphis Stadium Board instituted a temporary ban on alcohol on wrestling nights at Lawler's request in an attempt to curb fan violence in the stands. Lawler says it works. But Ms. Wade believes the ban hurts Coliseum concessions.

In an Associated Press interview, Lawler said continuing the ban would help attract more of a family audience and hinted he may move his Monday night matches out of the building if beer sales are reinstituted. Lawler says the audience includes too many beer drinkers.

"You do have a bad situation. Then you do have a thousand dollars worth of police needed," Lawler told AP. "We don't want that."

In recent months, coliseum security guards, whom Lawler pays, have broken up several fan fights and ejected spectators for kicking wrestlers and throwing debris in the ring. Lawler says the beefed-up security is costing too much money. Since the beer ban, the coliseum has also begun charging $2 per car for parking, a first-time auto fee for wrestling.

"We want to work together and allow him (Lawler) to make as much money as he can," Ms. Wade told AP. "But he might have to consider another facility." She added: "I thought it was a free-for-all when I got here. We weren't in control. The crowd was in control."

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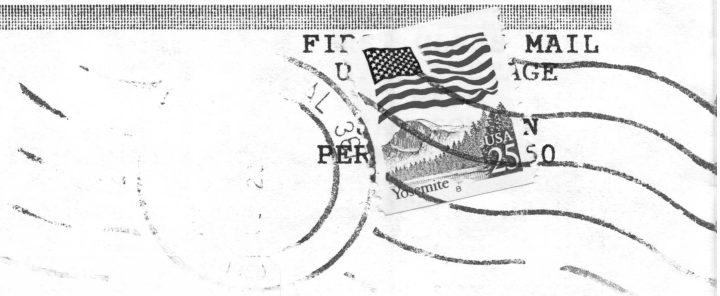

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